R.J. Reynolds Tobacco Company

August 9, 1995

TO: 1110 - Boston ROU
1210 - New York Metro ROU ✓
1310 - Philadelphia ROU
1510 - Hartford ROU
1610 - Buffalo ROU
1710 - Pittsburgh ROU

JIM MERUSI
Chain Accounts Manager

P.O. Box 452, 13 Industrial Drive, Unit #2
Mattapoisett, MA 02739
508-758-3664
Fax 508-758-2108

FOR: **DISSEMINATION TO SALES REPS WITH CUMBERLAND FARMS (Excluding Florida)**

RE: **CUMBERLAND FARMS - #0107-00-00**

Ladies & Gentlemen:

Beginning the week of September 4, 1995, Cumberland Farms will reduce the price of 6 styles of Mustang $.20 per pack and $2.00 per carton, on the following styles:

Full Flavor 100
Full Flavor King
Full Flavor Box
Light Box
Light 100
Menthol Light 100

This promotion will run approximately 8 weeks or until product runs out. All product will be delivered to stores with $.20 off stickers applied to each pack. Product should be displayed off existing permanent vehicles, i.e. Mustang Counter displays, Mustang Floor displays or additional temporary displays.

Cumberland Farms will be supplying in-store POS conveying the price reduction message. When making Cumberland Farms calls please utilize available POS to enhance the price reduction message by supplying additional POS signage.

Should you have any questions regarding the above, please advise.

Sincerely,

Jim

J.L. Merusi

JLM/lmp

cc: M. McGovern
S. Manos
G. Hennessey
A. Evancheck

DM	T&D	REP
1224		
1225		
1226	✓	5, 12, 13, 15, 16
1229		
1230	✓	6, 7, 10, 11, 13, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

"We work for smokers."

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Source: https://www.industrydocuments.ucsf.edu/docs/pyln0000